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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

1951

WEEK OF

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JANUARY 1, 1951

Jan. 1 — NEW YEAR'S DAY--LEGAL HOLIDAY (Monday).

Beginning Tuesday Jan. 2	SHOWING OF SPRING SILK SCARVES	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM-4TH FLOOR

Vera will present her Spring collection of hand-painted silk scarves at continuous daily showings for the press and trade. Publicity: Florence Brobeck, MU. 8-8197.

Beginning Tuesday Jan. 2	PRESENTATION OF NEGLIGEES FOR SPRING	ST. MARYS	200 MADISON AVENUE SHOWROOM-2ND FLOOR

St. Marys negligees, separates and at-home fashions will be presented at continuous daily showings for press and trade. Contact for trade: Mrs. Beitner, MU. 3-5689. Publicity: Florence Brobeck, MU. 8-8197.

Jan. 2 — OPENING OF SPRING HANDBAG LINES. Contact: Maurice S. Mosesson, MU. 3-6969.

Wednesday Jan. 3 11:00 A.M.	PRESS PREVIEW: SPRING CUSTOM COLLECTION	ZOE DE SALLE	18 EAST 53RD ST. SALON

The press will be invited to a preview of the Spring custom-order collection by Zoe de Salle and also, a special presentation of Resort wear. By invitation only. Contact: PL. 3-0396.

Wednesday Jan. 3 2:30 P.M. Dessert	PRESS PREVIEW OF SPRING MILLINERY	MARY GOODFELLOW	600 MADISON AVENUE SALON

Preview of Spring millinery collection by Mary Goodfellow at showing for the N.Y. press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.

Wednesday Jan. 3- Jan. 11	FIRST NATIONAL BRIDAL SHOW	BRIDES BOOK PUBLISHING CO.	HOTEL NEW YORKER

The first national bridal show for the trade only, featuring the products of over 40 bridal manufacturers, will be held from Jan. 3 through Jan. 11. By invitation only. Contact: Florence Boden, WI. 7-0855.

Thursday Jan. 4 9:15 A.M. Coffee	PRESS SHOWING OF BRIDAL FASHIONS	JAY THORPE	5TH FLOOR BRIDAL SALON

"Rainbow Round Her Shoulder"--Jay Thorpe will present a press showing of new bridal gowns by Madame Oro; also, bridesmaids and mother-of-the-bride dresses. Showing at 9:30 A.M. By invitation only. Publicity: Elaine Kanners, JU. 6-1000, Ext. 104.

Thursday Jan. 4 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING	SALLY VICTOR	18 EAST 53RD STREET SALON

Showing of Sally Victor's Spring millinery collection to the local fashion editors on Thursday, Jan. 4 at 10:00 A.M. Presentation to the out-of-town press on Sunday, Jan. 7 at 3:00 P.M., at a cocktail party. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 4 2:30 P.M.-6:00 P.M.	SUMMER FASHIONS BY SACSON	FRANKLIN SIMON	2ND FLOOR BUDGET DRESSES
	Presentation by Franklin Simon of mid-season and on-to-Summer fashions by Sacson. Press invited. Open to public. Sacson Publicity: Eleanor Behm, LO. 5-2143. Franklin Simon Publicity: Lenore Benson, WI. 7-9600.		
Thursday Jan. 4 5:30 P.M.-7:30 P.M.	"FASHION NIGHT AT ABRAHAM & STRAUS"	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
	"Let's Take A Winter Vacation"--showing of Resort fashions for men and women during the dinner hour. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.		
Cancelled Jan. 5	MONET'S PRESS SHOWING OF SPRING JEWELRY, ORIGINALLY SCHEDULED FOR FRIDAY, JAN. 5 AT 9:30 A.M., HAS BEEN CANCELLED.		
Sunday Jan. 7 11:00 A.M.-1:00 P.M. Breakfast	SHOE DISPLAY FOR VISITING EDITORS	NATIONAL SHOE INSTITUTE	WALDORF-ASTORIA PERROQUET SUITE
	The out-of-town editors will be invited to an exhibit of new Spring trends in shoes for men and women. Attendance by invitation only. Publicity: Alice Dowd, J. Walter Thompson, MU. 3-2000, Ext. 304.		
Sunday Jan. 7 1:00 P.M. Luncheon	PREVIEW: RESORT & SPRING SHOES FOR VISITING PRESS	KID LEATHER GUILD	HOTEL CHATHAM VANDERBILT AVE.-48TH
	The Kid Leather Guild will invite the visiting editors to a luncheon and preview of Resort and Spring kid shoes and accessories. Attendance by invitation only. Publicity: Geri Matthau or Charline Osgood, WI. 7-0288.		
Jan. 7 3:00 P.M.	SALLY VICTOR'S MILLINERY SHOW FOR THE OUT-OF-TOWN EDITORS AT 3:00 P.M. (See Page 1).		
Sunday Jan. 7 4:30 P.M.-6:30 P.M. Champagne-Cocktails	SHOWING OF DRESSES AND HAIR COLORS	PURITAN DRESS CO.; & TINTAIR	HOTEL PLAZA SMALL BALLROOM
	Alwynn's collection for the Puritan Dress Co., tied in with a presentation of new Tintair hair colors, at a champagne-cocktail party for the out-of-town and local press. By invitation only. Puritan Publicity: Dora Miller, LO. 3-4285. Tintair Publicity: Jane Buck, MU. 3-3464.		
Sunday Jan. 7 5:00 P.M.-7:00 P.M. Cocktails	PREVIEW OF MILLINERY AT NEW SALON	FLORENCE REICHMAN; & MR. ARNOLD	16 WEST 57TH STREET SALON
	Florence Reichman and Mr. Arnold will invite the out-of-town press to a cocktail party and showing of Spring millinery in their new Salon and Boutique. By invitation only. Showing for the N.Y. press, Mon. Jan. 8 at 12:30 P.M. luncheon. (Daily trade shows, Jan. 8 - Jan.12 at 10:30 A.M. and 2:30 P.M.) Contact: Ruth Waldron, PL. 7-7724.		
Sunday Jan. 7- 5:30 P.M. Cocktails	COCKTAILS AND BUFFET FOR VISITING EDITORS	FORSTMANN, INC.	HOTEL CARLYLE 35 EAST 76TH STREET
	Forstmann will invite the visiting press to a cocktail party and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.		
Sunday Jan. 7 6:00 P.M.-9:00 P.M.	COCKTAIL PARTY FOR VISITING PRESS	HARRIET HUBBARD AYER	50 EAST 81ST STREET
	The out-of-town editors will be invited to a cocktail party by Harriet Hubbard Ayer. By invitation only. Publicity: Mary Brown, MU. 8-4040.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Jan. 7 9:00 P.M. Champagne	PRESS PRESENTATION OF SPRING MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON

Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery on Jan. 7 at 9:00 P.M. The show will be presented to the New York fashion editors on Monday, Jan. 8 at 9:30 A.M., coffee. Attendance by invitation only. Publ.: Mildred Kaldor, MU. 9-5420.

NEW YORK DRESS INSTITUTE'S SIXTEENTH NATIONAL PRESS WEEK

(Week of January 8 - January 12)

Fashion editors of U.S. and Canadian newspapers will be invited to attend the Sixteenth National Press Week. Spring and Summer collections of 25 leading designers, members of the N.Y. Dress Institute's Couture Group, will be shown daily, beginning Monday, January 8. (The release date of each collection is twenty-four hours after the showing on this schedule). By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

Monday,	Jan. 8....9:00 A.M.	WELCOME BREAKFAST & FORUM	WALDORF-ASTORIA
	10:00 A.M.	HERBERT SONDHEIM	WALDORF-ASTORIA
	11:00 A.M.	CAPRI FROCKS	WALDORF-ASTORIA
	12:00 NOON	DELMAN SHOES (Auxiliary Member)	WALDORF-ASTORIA
	1:00 P.M.	LUNCHEON IN WEDGWOOD ROOM	WALDORF-ASTORIA
	2:00 P.M.	TRIGERE	WALDORF-ASTORIA
	3:00 P.M.	EMILY WILKENS	WALDORF-ASTORIA
	4:30 P.M.	GLENTEX; CORO (Auxiliary Members)	HOTEL PIERRE
	8:30 P.M.	MAURICE RENTNER	498 SEVENTH AVE.
Tuesday,	Jan. 9....8:30 A.M.	BREAKFAST IN WEDGWOOD ROOM	WALDORF-ASTORIA
	9:00 A.M.	TINA LESER (EDWIN H. FOREMAN)	WALDORF-ASTORIA
	10:00 A.M.	MONTE-SANO & PRUZAN	WALDORF-ASTORIA
	11:00 A.M.	CLAIRE McCARDELL (TOWNLEY)	WALDORF-ASTORIA
	12:00 NOON	CELESTE FROCKS (Auxiliary Member)	WALDORF-ASTORIA
	2:00 P.M.	JANE DERBY	785 FIFTH AVENUE
	3:00 P.M.	CHRISTIAN DIOR	730 FIFTH AVENUE
	5:00 P.M.	NETTIE ROSENSTEIN	WALDORF-ASTORIA
Wednesday,	Jan.10....9:00 A.M.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVE.
	10:00 A.M.	ADELE SIMPSON	530 SEVENTH AVE.
	11:00 A.M.	JOSEPH HALPERT (JACQUES FATH)	530 SEVENTH AVE.
	2:00 P.M.	CEIL CHAPMAN	530 SEVENTH AVE.
	3:00 P.M.	PHILIP MANGONE	500 SEVENTH AVE.
Thursday,	Jan. 11....9:00 A.M.	PATTULLO-JO COPELAND	498 SEVENTH AVE.
	10:00 A.M.	HANSEN BANG	498 SEVENTH AVE.
	11:00 A.M.	BEN REIG	498 SEVENTH AVE.
	2:00 P.M.	PAUL PARNES	498 SEVENTH AVE.
	3:00 P.M.	ANTHONY BLOTTA	498 SEVENTH AVE.
Friday,	Jan. 12....9:30 A.M.	B. H. WRAGGE	498 SEVENTH AVE.
	11:00 A.M.	HATTIE CARNEGIE	711 FIFTH AVENUE
	12:30 P.M.	ASSOC. FUR MFR'S. (Auxiliary Member)	HOTEL STATLER
	2:30 P.M.	DAVIDOW SPORTSWEAR	550 SEVENTH AVE.
	4:30 P.M.	MAYOR'S RECEPTION	GRACIE MANSION

Monday-Wednesday Jan. 8-Jan. 10 10:00 A.M.	SPRING LINGERIE AT DAILY SHOWINGS	SEAMPRUFE, INC.	412 FIFTH AVENUE SHOWROOM

Seamprufe will present Spring and Summer lingerie at 10:00 A.M. and 3:00 P.M., Mon., Jan. 8-Wed., Jan. 10. For the trade, by invitation. Open house for out-of-town press all week. Publ.: Gerry Stalling, LO. 4-8040.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 8 11:00 A.M.	PRESS PREVIEW OF SPRING SHOE COLLECTION	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
	Preview for the press by Saks Fifth Avenue of their Spring shoe collection. By invitation. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Monday Jan. 8 12:00 Noon	SHOWING OF SPRING SHOE FASHIONS	DELMAN, INC.	WALDORF-ASTORIA FLAMINGO ROOM
	Delman (Auxiliary Member of N.Y. Dress Institute--see page 3) will present a collection of Spring shoe fashions to the out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Jan. 8 3:30 P.M.	PREVIEW OF SPRING MILLINERY COLLECTION	JACK McCONNELL	41 WEST 57TH STREET SALON
	Jack McConnell will present his Spring millinery collection to the press. Attendance by invitation only. Contact: PL. 3-0786.		
Monday Jan. 8 4:30 P.M. Cocktails	"ACCESSO-TONIC": SPRING ACCESSORIES SHOW	CORO JEWELRY; GLENTEX SCARVES	HOTEL PIERRE COTILLION ROOM
	Semi-annual accessories show by Coro and Glentex (Auxiliary Members of the N.Y. Dress Institute--see page 3), at 5:00 P.M. For local and visiting press, by invitation. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Monday Jan. 8 5:30 P.M.- 7:00 P.M. Cocktails	"BIRD OF PARADISE" PARTY AND EXHIBIT	TWENTIETH CENTURY-FOX	HOTEL PIERRE TEAKWOOD ROOM
	Twentieth Century-Fox will invite the local and visiting press, manufacturers and buyers to a cocktail party to launch an exhibit of "Bird of Paradise" fashions. By invitation. Publ.: Corinne Schwab, CO. 5-3320.		
Monday Jan. 8 6:00 P.M. Buffet	OUT-OF-TOWN PRESS SHOW: SPRING COLLECTION	ELIZABETH ARDEN	691 FIFTH AVENUE SALON-2ND FLOOR
	Elizabeth Arden will invite the out-of-town editors to a showing of her Spring ready-to-wear collection. Buffet supper, 7:00 P.M. to 8:00 P.M. Attendance by invitation only. Publ.: Rasponi Associates, TE. 8-8171.		
Monday Jan. 8 8:30 P.M.	FASHION SHOW FOR VISITING EDITORS	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Maurice Rentner (N.Y. Dress Institute--see page 3) will present his Spring and Summer collection to the out-of-town fashion press. Refreshments after the show. By invitation only. Publ.: Fredy Schey, LA. 4-6968.		
Tuesday Jan. 9 8:00 A.M. Breakfast	PRESS PREVIEW OF SPRING MILLINERY	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Irene of New York will present Spring hats to the out-of-town press. Preview for N.Y. press, Wed., Jan. 10 at 9:30 A.M. By invitation only. Publicity: Nona James, CH. 4-7658.		
Tuesday Jan. 9 9:00 A.M.	SPRING MILLINERY BREAKFAST FORUM	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA WEDGWOOD ROOM
	Annual MMEA forum. Publicity: Ruth Weintraub, JU. 6-4074.		
Tuesday Jan. 9 12:00 Noon-1:00 P.M. Aperitif	PRESS SHOWING OF LITTLE GIRLS' FASHIONS	CELESTE FROCKS, INC.	WALDORF-ASTORIA FLAMINGO ROOM
	Celeste (Auxiliary Member of N.Y. Dress Institute--see page 3) will invite the visiting and N.Y. press to see her couture collection. By invitation. Publicity: Rose Hilton, MU. 3-4261.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 9 1:00 P.M. Luncheon	SPRING MILLINERY SHOW FOR THE PRESS	EMME	THEODORE'S RESTAURANT 4 EAST 56TH STREET
	Emme will present her collection of Spring millinery to the out-of-town and local press. By invitation. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday Jan. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	HANNAH TROY	SHERRY'S-300 PARK SHERRY ROOM
	Presentation of fashions for Spring by Hannah Troy during luncheon. Furs--Fredrica. Hats--Laddie Northridge. Gloves--Dawnelle. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Hannah Troy Publicity: Gladys Steiner, MU. 9-1630. Sherry's Fashion and Publicity Director: Rosamond Hanscom, PL. 3-0200.		
Tuesday Jan. 9 1:00 P.M. Luncheon	SPRING GOWNS & FUR FASHIONS AT LUNCHEON	GOTHÉ; & JULIUS GREEN	ST. MORITZ HOTEL BURGUNDY ROOM
	"Fun With Fashions"--early Spring afternoon and evening gowns by Gothé (David E. Gottlieb), and a special collection of furs by Julius Green, will be presented during luncheon. Press by reservation; contact: Banquet Dept., PL. 5-5800. St. Moritz Fashion Director: Alberta Kelley, JU. 6-1764. St. Moritz Publicity: Kurt Hofmann Associates, PL. 3-7676.		
Tuesday Jan. 9 2:30 P.M.	PRESS PREVIEW OF YOLANDE HANDMADES	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM-16TH FLOOR
	Preview for the local fashion press of the Yolande collection of handmades for Spring, including couture designs in lingerie, blouses and baby clothes. Showing to the out-of-town editors at 4:00 P.M. Attendance by invitation only. Publicity: Helen Galland, MU. 6-8600.		
Jan. 9 4:00 P.M.	YOLANDE'S SHOWING OF HANDMADES FOR THE OUT-OF-TOWN EDITORS AT 4:00 P.M. (See Above).		
Tuesday Jan. 9 4:00 P.M. Cocktails 5:00 P.M. Show	"OF PLACES AND PEARLS" SEMI-ANNUAL FASHION SHOW	HOUSE OF HELLER (411 FIFTH AVENUE)	RITZ-CARLTON HOTEL GRAND BALLROOM
	The House of Heller will present its semi-annual showing of "La Tausca" simulated pearls. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. Showing for the out-of-town editors on Monday, January 15 at 11:00 A.M. in the showroom, 411 Fifth Avenue. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Jan. 9 5:00 P.M.-7:00 P.M. Cocktails	FASHIONS IN WOMEN'S WATCHES	WATCHMAKERS OF SWITZERLAND	PARK LANE HOTEL PARK AVE. & 48TH ST.
	The latest designs and fashions in feminine watches--"'51 Fashions In Time"--will be presented by the Watchmakers of Switzerland (Federation Suisse des Associations de Fabricants d'Horlogerie) to the New York and out-of-town fashion press. By invitation only. Sponsored by Foote, Cone & Belding International. Contact: Elizabeth Maher Associates, EL. 5-4248.		
Tuesday Jan. 9 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
	Semi-annual millinery fashion show for trade and press. Reservations: Dinner and Show, $20.00 (including tax); Mezzanine: show only, $10.00 (including tax). Show at 9:00 P.M. For tickets, contact: Millinery Stab. Comm., LO. 4-7800. Press by invitation. Publ.: Mary Kelley, LO. 4-7800.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 9 7:00 P.M. Dinner	ANNUAL FASHION SHOWING OF DAYTIME DRESSES	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
	"Going Places In Daytime Fashions"--Seventeenth Annual Show by the Nat'l Association of House Dress Manufacturers. Tickets: $20.00. Contact: Albert Lewin, LA. 4-6350. Fashion Director: Bonnie Donahue, LA. 4-6350.		
Tuesday Jan. 9 7:30 P.M.	RECEPTION FOR VISITING PRESS	SYLVAN RICH	PLACE TO BE ANNOUNCED
	Sylvan Rich will invite the out-of-town editors to a birthday party for Martini and a showing of Martini Designed and Diminutives dress collections for Spring. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday Jan. 9- Jan. 10	ANNUAL HOSIERY FORUM AND EXPOSITION	HOSIERY INDUSTRY WEEKLY; HOSIERY EXPOSITION, INC.	WALDORF-ASTORIA BALLROOMS
	"Hosiery Industry Weekly" and "Hosiery Merchandising" will sponsor the Fifth Annual Hosiery Forum for hosiery retailers, buyers, merchandisers, and press. There will be a merchandising show on Wed., Jan. 10 at 11 A.M., directed by Terry Quimby, featuring new hosiery styles and colors. Price for speaker sessions, panel discussions, merchandise show, and luncheon on both days: $20.00, per person. Forum Contact: Sally Ward, SP. 7-9364. The Third Annual Hosiery Exposition will feature exhibits by about 40 hosiery firms. Exposition Contact: Lois Weber at Ted Saucier's Office, MU. 8-2330.		
Jan. 10 9:30 A.M.	IRENE OF NEW YORK MILLINERY SHOW FOR THE NEW YORK EDITORS AT 9:30 A.M. (See Page 4.)		
Wednesday Jan. 10 11:00 A.M.	SPRING MILLINERY SHOW FOR THE PRESS	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
	Mr. Fred of John Frederics, Inc., will present his Spring millinery collection to the local press at 11:00 A.M., and to the visiting press at 5:30 P.M. Attendance by invitation only. Publ.: Lily Davis, PL. 3-1010.		
Wednesday Jan. 10 12:00 Noon Champagne	COAT & SUIT SHOWING FOR VISITING PRESS	FOX & CO.	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
	Seymour Fox will present a twenty-minute showing of his Spring coat and suit collection. By invitation. Publ.: Ann R. Silver Assoc., MU. 7-8654.		
Wednesday Jan. 10 12:30 P.M. Luncheon	PREVIEW: SPRING FASHIONS FOR VISITING PRESS	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Varden will present Spring suits and dresses at a luncheon showing for the out-of-town press. By invitation only. Publicity: Ann Pester, PE. 6-5460.		
Wednesday Jan. 10 1:00 P.M. Luncheon	DAVID CRYSTAL SPRING FASHIONS AT LUNCHEON	SAKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	Saks Fifth Avenue will present "Spring Whirl"--a collection of fashions by David Crystal; Izod of London; and Haymaker separates. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. David Crystal Publicity: Terry Mayer, LA. 4-7760. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.		
Wednesday Jan. 10 3:00 P.M.- 5:30 P.M.	OPEN HOUSE & FABRIC DISPLAY FOR PRESS	SKILLMILL, INC.	1407 BROADWAY SHOWROOM-29TH FLOOR
	Hope Skillman and her staff will invite the out-of-town and local editors to an open house and display of new Spring and Summer cottons. By invitation only. Publicity: Dorothy Johnson, CH. 4-8110.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 10 4:30 P.M. High Tea	PRESS PREVIEW OF "BAGS BY JOSEF"	JOSEF (GOLD SEAL IMPORTERS, INC.)	SHERRY NETHERLAND CHANTECLAIR ROOM
	The local and out-of-town press will be invited to preview the advance Spring collection of "Bags by Josef" (Gold Seal Importers, Inc.), including domestic bags and French and Italian imports. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.		
Jan. 10	JOHN FREDERICS' SHOW FOR THE OUT-OF-TOWN EDITORS AT 5:30 P.M. (See Page 6).		
Wednesday Jan. 10 6:30 P.M. Cocktails; Dinner	HAT FASHIONS FOR LOCAL & VISITING PRESS	MILLINERY FASHION BUREAU	WALDORF-ASTORIA WEDGWOOD ROOM
	The Millinery Fashion Bureau will invite the out-of-town and local press to cocktails at 6:30 P.M. and dinner at 7:00 P.M., followed by a showing of Spring hat fashions by leading milliners. By invitation only. Publicity: Mary Kelley, LO. 4-7800.		
Wednesday Jan. 10 7:30 P.M. Dinner	SPRING LINGERIE & NEGLIGEE SHOWING	LINGERIE & NEGLIGEE MANUFACTURERS' ASS'N.	WALDORF-ASTORIA GRAND BALLROOM
	The annual dinner and fashion show, sponsored by the Lingerie and Negligee Manufacturers' Association, will include a fashion show-in-the-round of new Spring shades and style trends in lingerie and negligees. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Jan. 11 8:00 A.M. Breakfast	FUN FASHIONS WITH SCHIFFLI EMBROIDERY	SCHIFFLI EMBROIDERY MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
	Playclothes and beachwear, featuring Schiffli embroidery, will be presented to out-of-town and N.Y. press. By invitation. Publicity: Dora Miller, LO. 3-4285.		
Thursday Jan. 11 9:30 A.M.	SPRING MILLINERY PREVIEW FOR PRESS	WILLIAM J.	134 EAST 57TH ST. SALON
	Contact: Hermine Neilson, PL. 9-3896.		
Thursday Jan. 11 11:00 A.M.	PRESS SHOWING OF SPRING MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Spring millinery collection will be shown to the N.Y. editors by Mr. John. Showing to visiting press at 4:00 P.M. By invitation. Publicity: Petty Nelson, MU. 8-4906.		
Thursday Jan. 11 12:00 Noon Buffet	PRESS PREVIEW OF SPRING SHOES	MADEMOISELLE SHOES (CARLISLE SHOE CO.)	350 FIFTH AVENUE ROOM 7419
	A showing to the N.Y. press of Mademoiselle Shoes for Spring and Summer. Show at 1:00 P.M. By invitation. Publicity: Rosemary Reilly, LO. 4-3350.		
Thursday Jan. 11 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS FOR JUNIORS	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Horwitz and Duberman will present their Spring collection of Judy 'n Jill and Alan Graham fashions to the visiting editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday Jan. 11 3:30 P.M. Cocktails	PRESS & TRADE PREVIEW: LINGERIE & HOSIERY	LUXITE LINGERIE-HOLEPROOF HOSIERY	HOTEL PLAZA BALLROOM
	"Peep Show In A World Of Color"--introduction of the Spring collection of Holeproof Hosiery and Luxite Lingerie. Commentator: Helen Faith Keane. By invitation. Publ.: Nona James, CH. 4-7658.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 11 4:00 P.M.	MR. JOHN'S MILLINERY SHOW FOR THE OUT-OF-TOWN EDITORS AT 4:00 P.M. (See Page 7).		
Thursday Jan. 11 4:00 P.M. Cocktails	SPRING FASHIONS AT PRESS & TRADE SHOW "June In January"--Mayflower Dress Company and Amerisport will present their Spring and Summer lines to the press and trade. By invitation only. Contact: Fred Minchenberg, LA. 4-8841.	MAYFLOWER DRESS CO.	HOTEL NEW YORKER NORTH BALLROOM
Thursday Jan. 11 5:00 P.M.- 7:00 P.M.	IRISH LINEN PREVIEW FOR OUT-OF-TOWN PRESS Cocktail party and showing of Irish linens by Moygashel for visiting press. By invitation only. Publicity: Laura Benham, RE. 7-8230.	MOYGASHEL LINEN	WALDORF-ASTORIA JANSEN SUITE
Thursday Jan. 11 5:00 P.M.- 7:30 P.M. Reception	RECEPTION TO MEET PARIS SHOE DESIGNER I. Miller will invite the out-of-town and local editors to a reception for Andre Perugia, Parisian shoe designer; and a showing of Spring and Summer shoes. By invitation only. Publ.: Gertrude Gordon Sachs, ST.4-7800.	I. MILLER	WALDORF-ASTORIA CARPENTER SUITE
Thursday Jan. 11 5:00 P.M.- 8:00 P.M. Cocktails	SPRING HOSIERY SHOW FOR VISITING AND N.Y. PRESS Prestige Hosiery will present their Spring collection, coordinated with six specially created couturier originals flown here from Paris. Informal showing for the out-of-town and N.Y. press. By invitation only. Publicity: Ted Saucier, MU. 8-2330.	PRESTIGE HOSIERY	WALDORF-ASTORIA WEST BALLROOM
Thursday Jan. 11 7:30 P.M. Dinner	PRESS PREVIEW OF NEW COIFFURES The out-of-town editors will be invited to a dinner and showing of the Helene Curtis new fashion wave and coiffure styles. By invitation only. Publicity: Laura Benham, RE. 7-8230.	HELENE CURTIS INDUSTRIES	WALDORF-ASTORIA ASTOR GALLERY
Friday Jan. 12 8:00 A.M. Breakfast	RESORT COLLECTION AT SHOW FOR VISITING PRESS Frances Sider will invite the out-of-town press to a breakfast preview of her Resort collection to introduce "The Body"--a new foundation. By invitation only. Publicity: Virginia Marsh, LO. 4-3323.	FRANCES SIDER, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Friday Jan. 12 10:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Laddie Northridge will present his millinery collection for Spring at a preview for the N.Y. press in his new salon. The out-of-town editors will be invited to a showing of the collection on Saturday, Jan. 13 at 10:30 A.M. By invitation only. Publicity: Cannon and Miles, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Friday Jan. 12 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING "Springtime Is Hat Time"--presenting prediction hats from leading milliners. Commentator: Margaret de Mille, merchandise director, "Mademoiselle". Kathleen Catlin, fashion coordinator of Marshall Field-Chicago, will speak on "Millinery In Relation to Today's Problems." Chairman: Dorothy Nash. Price: $4.25 for members; $4.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ROOSEVELT BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Jan. 12 12:30 P.M. Luncheon	FUR FASHIONS FOR VISITING & LOCAL PRESS	ASSOCIATED FUR MFRS.	HOTEL STATLER SALLE MODERNE
	The Associated Fur Manufacturers (Auxiliary Member of the N.Y. Dress Institute--see page 3) will present Spring fur fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Friday Jan. 12 5:00 P.M. Cocktails	SHOWING FOR VISITING AND LOCAL PRESS	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
	Henry Rosenfeld will invite the out-of-town and local press to a cocktail party and showing of his Spring and Summer collection of dresses and suits. Show at 5:30 P.M. (Note Change of Time). By invitation only. Publicity: Shirley Perces or Sally Sober, LO. 5-0400.		
Friday Jan. 12 6:00 P.M.	"MILLION DOLLAR DINNER" FOR VISITING PRESS	JEWELRY INDUSTRY COUNCIL	KEEN'S ENGLISH CHOP HOUSE, 72 W.36TH ST.
	The Jewelry Industry Council will invite the out-of-town press to a "Million Dollar Dinner" Steak Party at Keen's English Chop House. (Note Change of Time). By invitation only. Publicity: Martha Percilla, PL. 7-3075.		
Friday Jan. 12 8:30 P.M.	THEATRE PARTY FOR VISITING EDITORS	GOTHAM HOSIERY	MARTIN BECK THEATRE 302 WEST 45TH STREET
	Gotham will invite the out-of-town press to the play "Ring Around The Moon", followed by a back-stage champagne party to meet the cast and preview Gotham's new Spring hosiery shades. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Jan. 13 10:30 A.M.	LADDIE NORTHRIDGE'S MILLINERY SHOW FOR OUT-OF-TOWN EDITORS AT 10:30 A.M. (See Page 8).		
Saturday Jan. 13 12:00 Noon Luncheon	SPRING JEWELRY AT LUNCHEON SHOWING	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
	Trifari, Krussman & Fishel will invite the out-of-town and local editors to a luncheon and presentation of Spring jewelry fashions. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 9-7598.		
Saturday Jan. 13 2:30 P.M. Cocktails	PREVIEW OF SPRING COLLECTION	KIVIETTE	PENTHOUSE CLUB 30 CENTRAL PARK SO.
	Presentation of the Spring and Summer collections by Kiviette at a cocktail party for the out-of-town editors. By invitation only. Publicity: Cannon and Miles, PL. 3-7072.		
Saturday Jan. 13 5:30 P.M.-7:30 P.M. Cocktails	CASTILLO FASHIONS AT PRESS SHOWING	EDWARD L. COURNAND, PRES., LANVIN PARFUMS	998 FIFTH AVENUE 81st ST. & 5TH AVE.
	Edward L. Cournand, President of Lanvin Parfums, will invite the visiting press to a cocktail party at his home, showing the first collection for Lanvin-Paris, designed by Castillo. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.		
Jan. 15 11:00 A.M.	HOUSE OF HELLER'S SHOWING OF "LA TAUSCA" PEARLS TO OUT-OF-TOWN PRESS. (See Page 5).		
Monday Jan. 15 2:30 P.M.	PREVIEW OF SPRING COSTUMES & MILLINERY	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
	Lilly Dache will present her Spring millinery and costumes to the N.Y. and out-of-town editors. By invitation only. Publ.: Eleanor Lambert, MU.8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 15 4:30 P.M. Cocktails	PRESS SHOWING OF SPRING LINGERIE	DUTCHESS LINGERIE	EMPIRE STATE BLDG. ROOM 630
	Showing for the magazine and syndicate press of new Spring lingerie, designed by Madame Tewi for Dutchess Lingerie. By invitation only. Open House for the visiting editors during entire week. Publicity: Alice O. Steindler, LO. 5-2780.		
Tuesday Jan. 16 11:00 A.M.	SHOWING OF SCARF & FABRIC COLLECTIONS	BROOKE CADWALLADER	724 FIFTH AVENUE SHOWROOM
	Brooke Cadwallader will present his Spring scarfs and Summer fabrics collections; also his new collection of men's neckwear. For local and out-of-town press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday Jan. 16 12:30 P.M. Luncheon	PRESS PREVIEW OF FASHIONS AND FABRICS	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
	Preview of Spring costumes created by leading designers in John Walther fabrics. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday Jan. 16 4:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION	del MAR SPORTSWEAR	OLD KNICK MUSIC HALL 2ND AVE. & 55TH ST.
	Presenting "Gold Rush '51", del Mar's Summer collection, designed by Clifford, during cocktails for the press, at the Old Knick Music Hall on 2nd Avenue between 55th and 56th Streets. Show starts promptly at 4:30 P.M. By invitation only. Publicity: Ruth Hammer Associates, EL.5-7108.		
Wednesday Jan. 17 1:00 P.M. Luncheon	SPORTS AND CRUISE FASHIONS AT LUNCHEON	BONWIT TELLER	WALDORF-ASTORIA SERT ROOM
	Bonwit Teller will present Davidow sports and Cruise fashions during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Davidow Contact: PE. 6-6909. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.		
Thursday Jan. 18 10:00 A.M. Breakfast	PRESS PREVIEW: SPRING FASHIONS	LYDIA KESSLER, LTD.	42 EAST 57TH STREET SALON
	The press will be invited to a preview of Lydia Kessler's Spring fashions. By invitation. Publicity: Richard Bergstrom, PL. 3-2722.		
Friday Jan. 19 9:30 A.M. Breakfast	PRESS SHOWING OF SPRING HATS	JEANNE TETE & VOGUE HATS	20 WEST 57TH STREET SALON-8TH FLOOR
	Vogue Hats and Jeanne Tete will present a new collection of Spring millinery. By invitation only. Contact: Miss Suzy, CI. 5-5892.		
Monday Jan. 22 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
	Braagaard will present his Spring millinery collection to the press. By invitation only. Contact: Barbara Perlman, PL. 3-0353.		
Tuesday Jan. 23 12:30 P.M. Luncheon	PRESENTATION OF SPRING MILLINERY	PEG FISCHER	RITZ-CARLTON HOTEL OVAL ROOM
	Peg Fischer will present her Spring millinery fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.		

Week Of Jan. 1

NINTH WEEK: METROPOLITAN OPERA — MET. OPERA HOUSE, B'WAY & 39TH ST.
Program: Mon. Eve., Jan. 1: Gounod's FAUST. Tues. Eve., Jan. 2: Wagner's DER FLIEGENDE HOLLAENDER. Wed. Eve., Jan. 3: Verdi's IL TROVATORE. Thurs. Eve., Jan. 4: Strauss' DIE FLEDERMAUS. Fri. Eve., Jan. 5: Strauss' DER ROSENKAVALIER. Sat. Mat., Jan. 6: Mozart's DON GIOVANNI. Sat. Eve., Jan. 6: Puccini's MANON LESCAUT. Publicity: Margaret Carson, PE. 6-1200.

Tuesday Jan. 2

OPENING: "SECOND THRESHOLD" — MOROSCO THEATRE, 217 WEST 45TH ST.
Alfred de Liagre, Jr. will present Philip Barry's play, with revisions by Robert E. Sherwood. Stars: Clive Brook and Margaret Phillips with Hugh Reilly. Director: Mr. de Liagre. Setting: Donald Oenslager. Costumes: Designed by John Derro, executed by St. Maur. Miss Phillips' gown worn in last act: Hattie Carnegie. Publicity: Bernard Simon, CI. 5-7294.

Friday Jan. 5

PREMIERE: "HALLS OF MONTEZUMA" — ROXY THEATRE, 7TH AVE. & 50th ST.
Twentieth Century-Fox will present a film dramatization of a Marine battalion's combat on a Japanese-held island in the South Pacific. Stars: Richard Widmark, Walter Palance and Reginald Gardiner. Producer: Robert Bassler. Director: Lewis Milestone. Costumes: Charles Le Maire. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Sunday Jan. 7

OPENING: "THE HOUSE OF BERNARDA ALBA" — ANTA PLAYHOUSE, 245 WEST 52ND ST.
Stewart Chaney in association with Boris Tumarin and Lily Turner, will present the fourth in the series of the American National Theatre and Academy (ANTA) productions. The all-feminine cast of 20 is headed by Katina Paxinou. Director: Boris Tumarin. Setting and Costumes: Stewart Chaney. Publicity: Bill Doll, JU. 2-4976.

Wednesday Jan. 10 2:00 P.M.-5:00 P.M.

EXHIBIT: 18TH CENTURY COSTUMES, MUSEUM OF CITY OF N.Y. 103RD ST. & 5TH AVE.
The press will be invited to preview an exhibition of eighteenth century costumes, silver and furniture, which belonged to one of New York's richest and most influential families, the Waltons. The display of 21 costumes will include a green woolen cloth wedding suit and a white satin wedding gown worn in 1766. Members Preview: Thursday, Jan. 11 from 2:00 P.M. to 5:00 P.M. Open to Public: Friday, Jan. 12. Publicity: Jerome Irving Smith, LE. 4-1672.

Wednesday Jan. 10

OPENING: "THE ROYAL FAMILY" — CITY CENTER, 131 WEST 55TH ST.
The New York City Theatre Company, under the artistic supervision of Maurice Evans, will present the second play in a series of three. By George S. Kaufman and Edna Ferber, the comedy concerns the excitement and heartbreak of the theatrical world. Stars: Ruth Hussey and Ethel Griffies. Director: Richard Whorf. Scenery and Lighting: Ben Edwards. Costumes: Emeline Roche. Publicity: Jean Dalrymple, MU. 8-3847.

Thursday Jan. 11

OPENING: "DARKNESS AT NOON" — ALVIN THEATRE, 250 WEST 52ND ST.
The Playwrights' Co. will present a dramatization of Arthur Koestler's novel. Stars: Claude Rains. Director: Sidney Kingsley. Settings: Frederick Fox. Costumes: Kenn Barr. Publ.: William Fields, CI. 5-7930.

Thursday Jan. 18

OPENING: "ANGEL IN THE PAWNSHOP" — BOOTH THEATRE, 222 WEST 45TH ST.
Eddie Dowling and Anthony B. Farrell will present a play about a benevolent pawnbroker. Director: John Larson. Settings, Costumes and Lighting: John E. Blankenship. Publicity: Nat Dorfman, LO. 3-0858.